

me

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Graphic Design

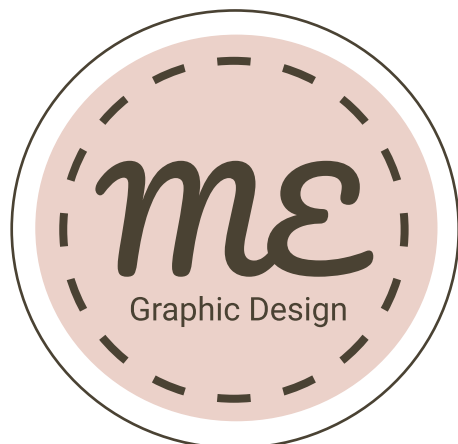
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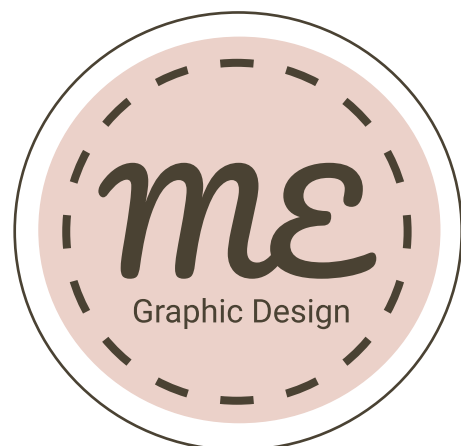
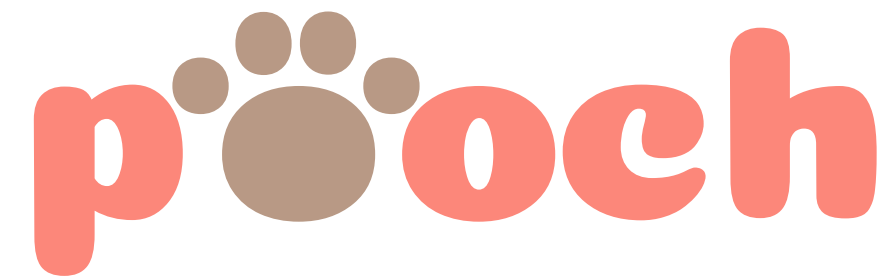
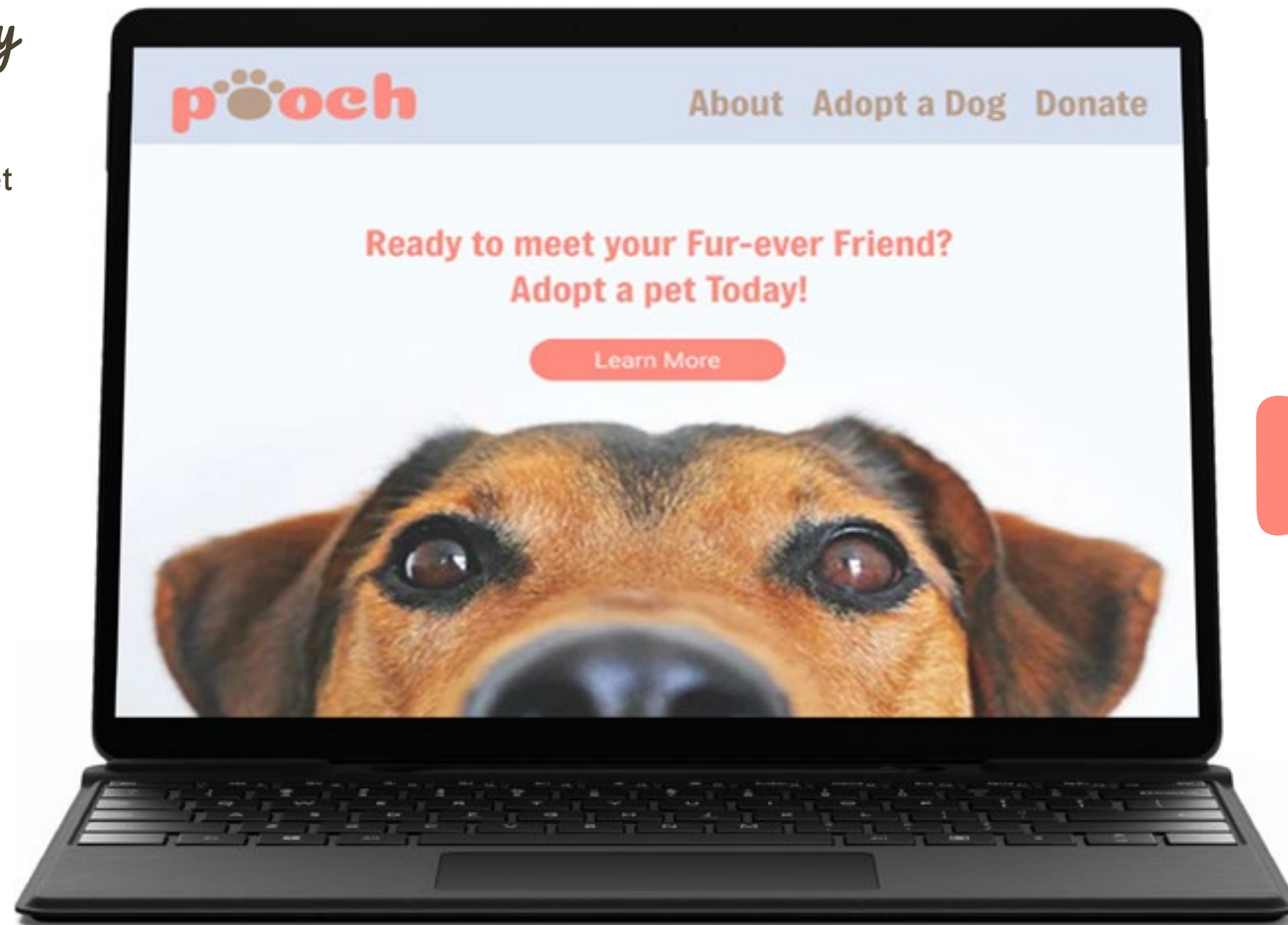
The Poisoned Pepper Hot Sauce Line

Packaging for The Poisoned Pepper hot sauce line. Each label was designed to reflect the flavour of hot sauce in the bottle to give the line visual variety and an easy way for consumers to tell which flavour is which.



Pooch Logo and Company Landing Page

A logo and landing page for a pet adoption agency. The logo was designed to attract families and younger people with its bright colours and fun, approachable lettering. The landing page was made to be simple for people to navigate while providing people with access to all the locations of the needed information, with brief descriptions to help find it.



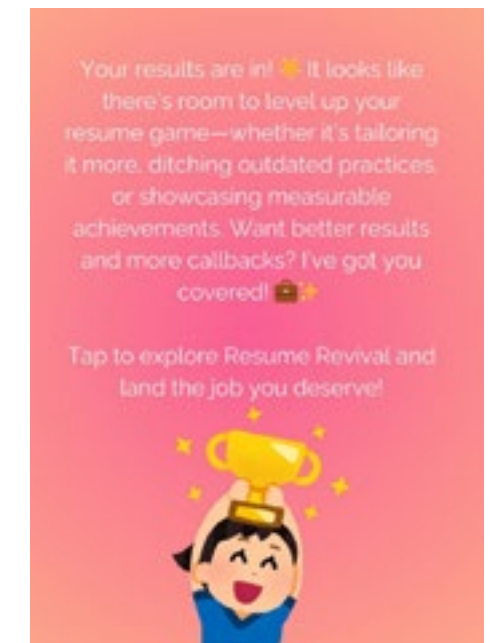
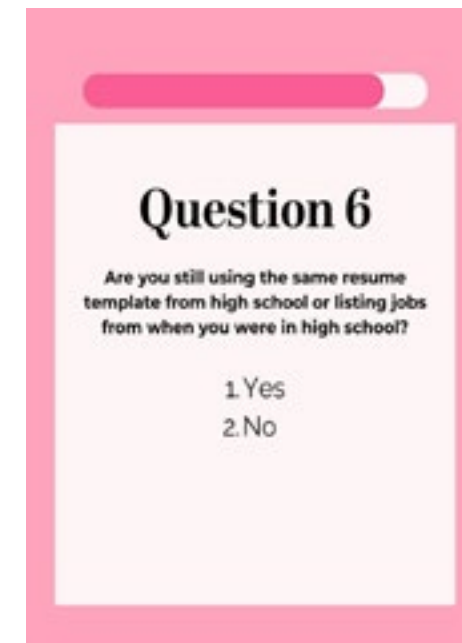
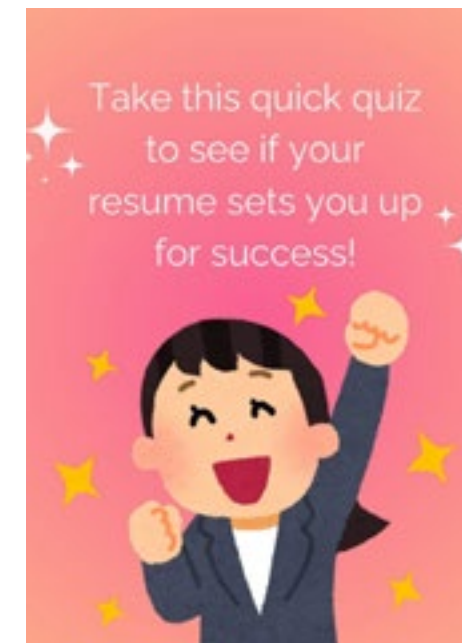
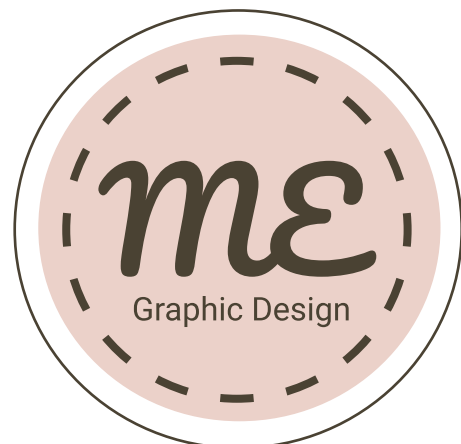
Vineyards Wine Bottle Branding and Labels

Branding and packaging for a line of wine bottles. Styled to be an anniversary themed line with 3 different flavours of wine. Branding was designed with an ornate detail feel to it along with a custom company logo.



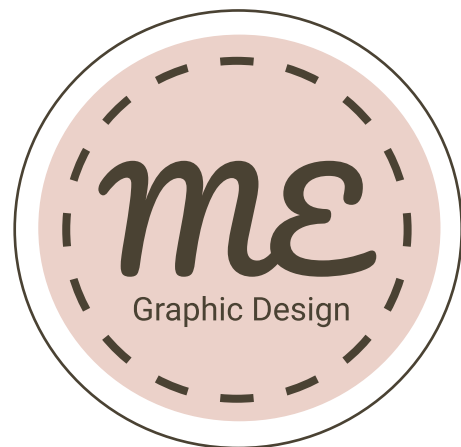
Instagram Resume Revival Quiz

A short social media post series made for The Tailored Career. The posts are meant to educate the viewer on ways that they can view their resume from the recruiter's perspective and help them be able to make improvements to their own resume. The posts were also designed to be interactive with the progress bar and visually engaging from start to finish with eye catching and encouraging graphics.



Illustrative Skateboard Series

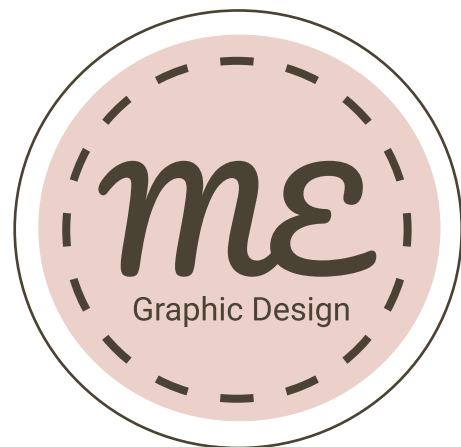
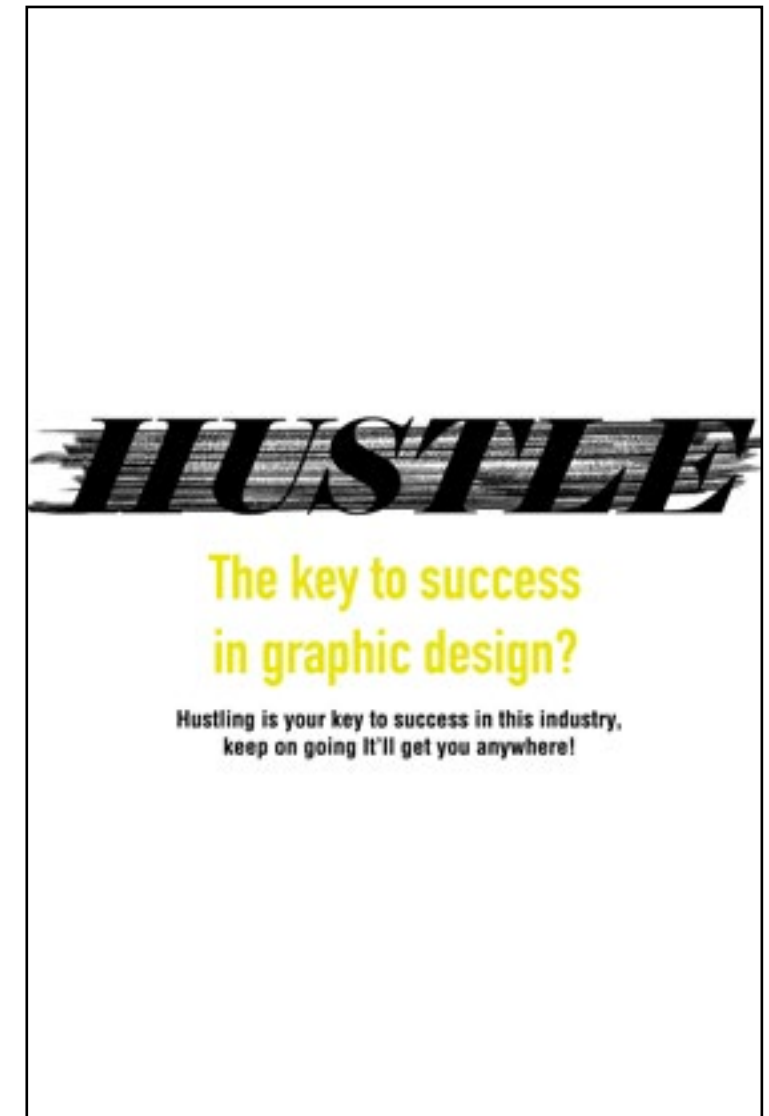
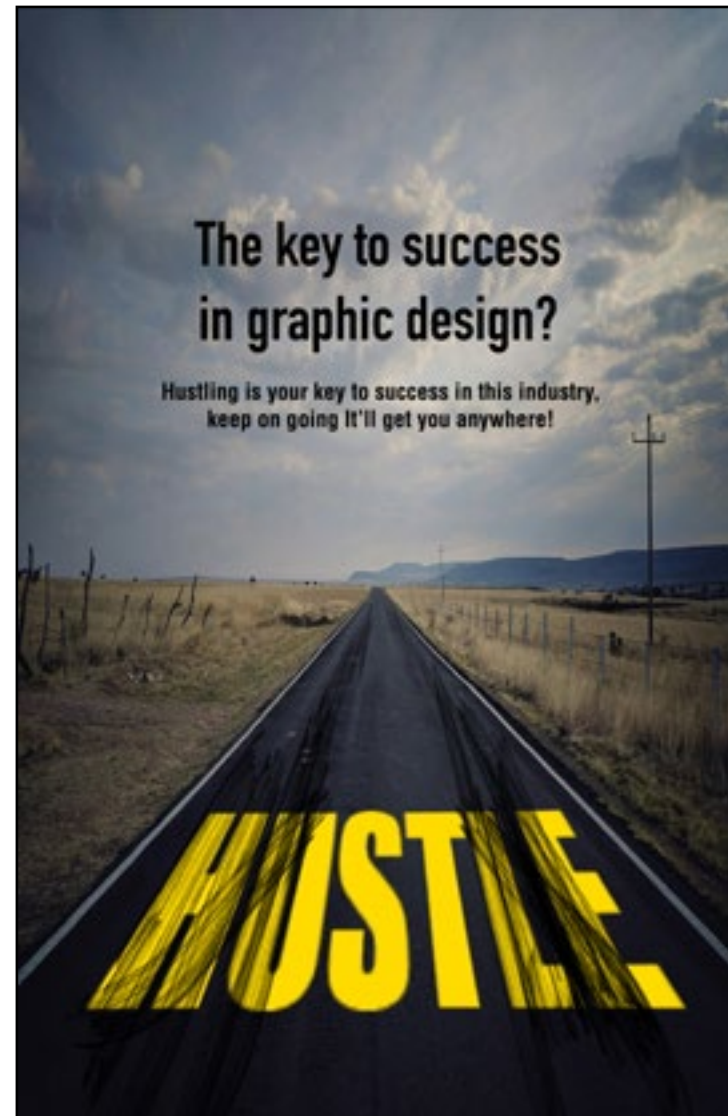
An Illustrative series of skateboard designs with the theme of “Supernatural Bulldogs”. These were made with a traditional art element to make the art stand out and designed as a collectible series of 3 overarching designs.



Student Motivational Poster Line

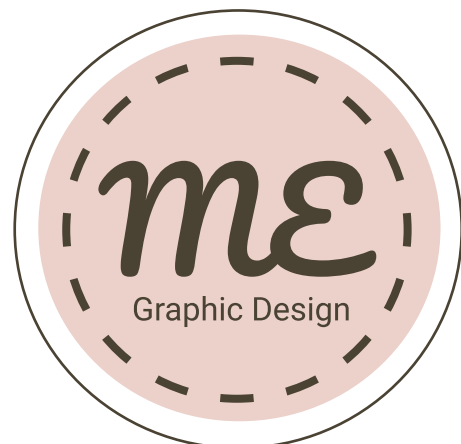
A series of posters meant to appeal to people coming into the graphic design programs at Georgian College.

The designs are to inspire students using a single word in various formats, one being all text, one being all image, and one being a combination of both, and all of them made with a traditional art element, ink.



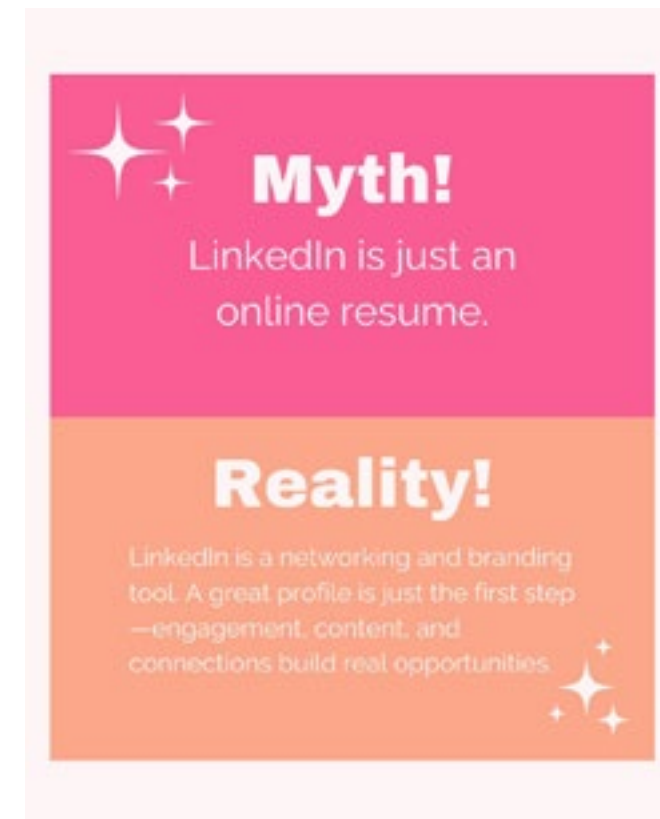
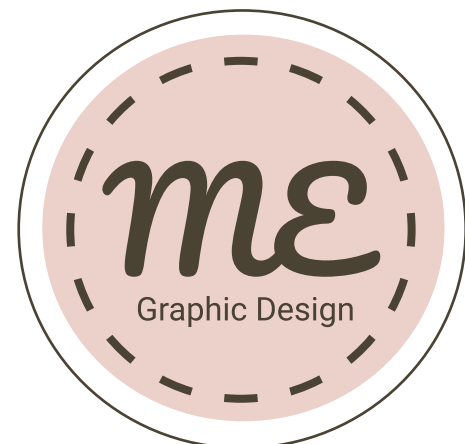
Sunrise Roast Coffee Packaging

A package of coffee beans designed for the Tempo Flexible Packaging Company. Consisting of the bag of coffee beans as well as a logo and branding for Sunrise Roast.



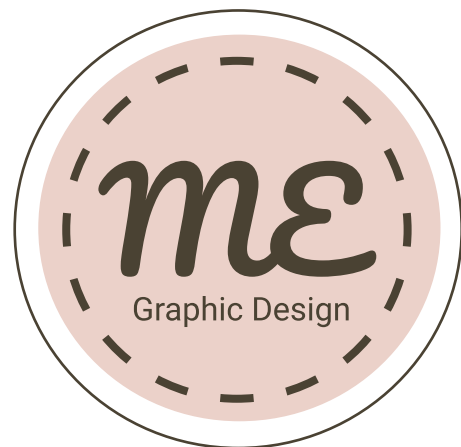
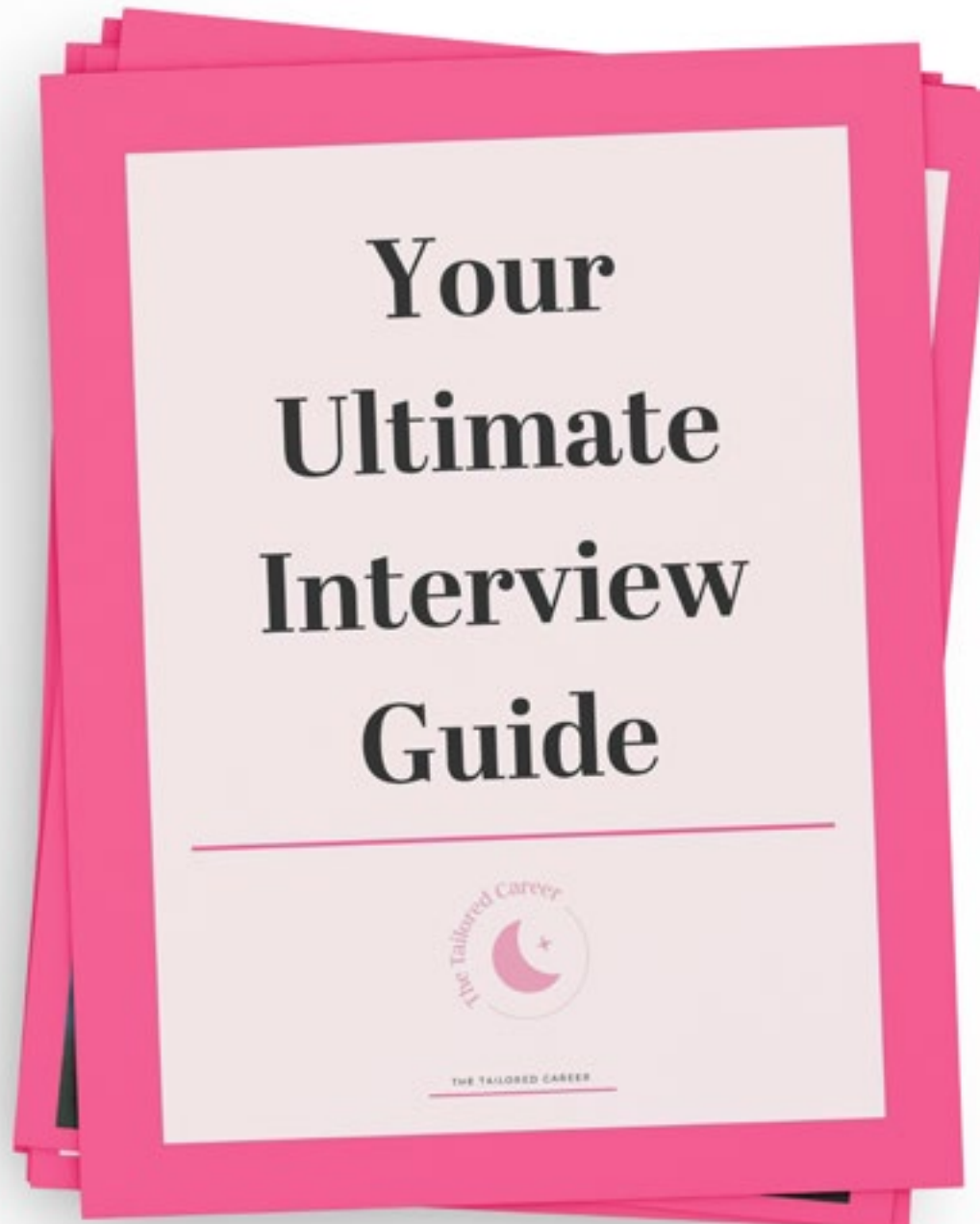
Myth vs. Reality Social Media Posts

A social media post series for The Tailored Career and their social media platforms. The posts are designed to educate the viewer about common misconceptions about the job market and resume building. The posts use the brand's colours to both tie it to the rest of the company's visual identity while being able to separate each segment.




Ultimate Interview Guide Workbook

A workbook for The Tailored Career to help clients prepare for the interview process. The workbook is a way for clients to improve on their interview skills with interactive elements and resources. It also helps to improve their skills by giving helpful tips and information to aid them.




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An interview is a two-way conversation—a chance for you to showcase your unique story, experiences, and value while also determining if the role aligns with your goals. This guide dives deeper than the basics, using strategies that focus on your individuality. It's designed to help you feel confident, prepared, and authentically you. By breaking the process into clear, actionable phases, you'll not only feel in control but also ready to make your best impression.



Phase I: Setting the Stage for Success

The key to acing an interview lies in thoughtful and balanced preparation. From experience, I know there's a fine line—you don't want to under-prepare and risk being caught off guard, but over-prepare can lead to rigid, scripted responses. That's why I've designed a system that's both efficient and effective, helping you feel ready while leaving room for authenticity.



A: Start with Research

Before anything else, take time to truly understand the company and the role you're applying for. This goes beyond simply memorizing the "About Us" page. Use this [Company Research Worksheet](#) to collect basic information about the company—what they do, who they serve, and their core values. But don't stop there—dive deeper! Follow your curiosity to discover the elements of the company that genuinely interest and excite you. Not only will this create a foundation of knowledge, but it will also help you connect your experiences to the role so your enthusiasm shines through.

Here's how to approach your research

- Explore the company website to understand their mission, products, or services.
- Browse their activity on social media pages (LinkedIn, Instagram, etc.).
- Read Glassdoor reviews for insight into company culture or interview experiences (you can sometimes even find actual questions past candidates were asked).
- Use Google News to uncover recent updates like product launches.

By gathering information from multiple sources, you'll build a well-rounded understanding of the company and have fresh insights to incorporate into your answers.

B: Organize Interview Notes

Did you know that bringing notes to your interview is perfectly acceptable? It's not about reading off a script—it's a strategy to help you stay clear and relaxed. Create a one-page document like the one below that allows you to easily organize your thoughts. The document will include commonly asked questions as well as job-specific questions, which brings us to an insider tip!

Here is an example of a table format you can use to organize your interview notes. Click the [link](#) to access the template.

Qualifications	Story
Qualification: Interview Questions	Story: Interview Questions
Qualification: Interview Questions	Story: Interview Questions
Qualification: Interview Questions	Story: Interview Questions
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Insider tip

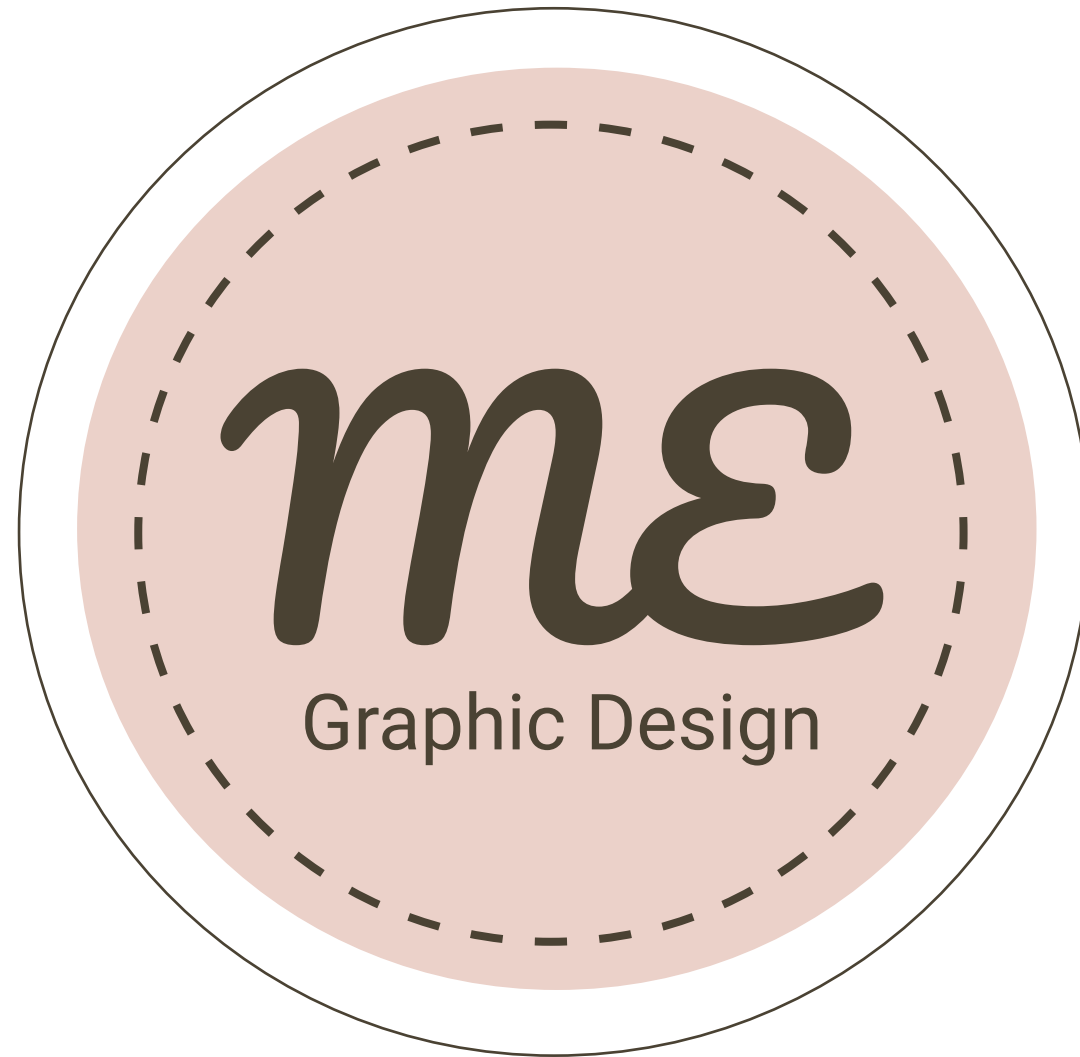
Here's a secret to help you anticipate role-specific questions—hiring teams don't come up with them randomly. They often look at the qualifications in the job description and ask themselves, "How can we test this skill?" For example:

- If they're looking for leadership skills, they might ask, "Can you give an example of a time you led a team and the outcome?"
- If communication is key, they might ask, "Tell us about a time you had to deliver feedback or solve a conflict."

Additional Resources:

[How to answer behavioral-based questions](#)
[How to answer "Tell me about yourself"](#)

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